

ORDER



Orders	Order / Rev:	106970	Primary AE:	Amy McCreary
	Alt Order #:	06855644	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	09/24/12 / 09/26/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate <i>POV/SD</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$37,300.00	\$31,705.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$37,300.00	\$31,705.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	73	\$46,400.00	\$39,440.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	17%	\$46,400.00
Market	100%	\$272,941.18

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$100,988.24
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$62,776.47
KTUD	0%	\$0.00
KVVU	20%	\$54,588.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,188.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagner	M	430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	

WAKE UP
 Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 106970
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Flight Dates: 09/25/12 - 10/01/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagners	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWT---		4	\$50.00		0.00						
E 2	KSNV	10/01/12	10/01/12	Wake Up Early w/ Wagners	M	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		1	\$50.00		0.00						
E 3	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	-TWTF--	:30	8	\$325.00	1	0.00	NM	3	\$975.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		3	\$325.00		0.00						
E 4	KSNV	09/25/12	09/28/12	M-F 6-7a WakeUp w/Wagners	M	6-7a	-TWTF--	:30	6	\$650.00	1	0.00	NM	6	\$3,900.00
WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$650.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	09/24/12-09/30/12	M-F 6-7a	WakeUp w/Wagner6-7a			-TWThF---	:30	(\$650.00)	0.00	NM				
See MG 4.9,4.10 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	09/24/12-09/30/12	M-F 6-7a	WakeUp w/Wagner6-7a			-TWThF----	:30	(\$650.00)	0.00	NM				
See MG 4.9,4.10 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
9	KSNV	09/27/12-09/28/12	M-F 6-7a	WakeUp w/Wagner6-7a			---ThF----	:30	\$650.00	0.00	NM				
(1)	MG for 4.1,4.6 [Revised Rate to Reinstate]														
10	KSNV	09/27/12-09/28/12	M-F 6-7a	WakeUp w/Wagner6-7a			---ThF----	:30	\$650.00	0.00	NM				
(1)	MG for 4.1,4.6 [Revised Rate to Reinstate]														
E 5	KSNV	10/01/12	10/01/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	M-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		2	\$450.00		0.00						
E 6	KSNV	10/01/12	10/01/12	M-F 6-7a WakeUp w/Wagners	M	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		2	\$700.00		0.00						
E 7	KSNV	09/25/12	09/28/12	Today Show	CM	658a-9am	-TWTF--	:30	6	\$850.00	1	0.00	NM	6	\$5,100.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$850.00		0.00						
E 8	KSNV	10/01/12	10/01/12	Today Show	CM	658a-9am	M-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	M-----		2	\$900.00		0.00						
E 9	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd HOM	M	9-10a	-TWTF--	:30	3	\$350.00	1	0.00	NM	3	\$1,050.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		3	\$350.00		0.00						
E 12	KSNV	09/25/12	09/28/12	Noon News	CM	12-1230pm	-TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		3	\$425.00		0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.001	0.00	NM		1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S 1 \$325.00 0.00															
E 47	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S 1 \$625.00 0.00															
													Totals	73	\$46,400.00